

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.
{ NO. 138 FLEET STREET, E. C., LONDON.

VOL. VIII.

NEW YORK, APRIL 19, 1893.

No. 16.

Choosing A Medium

of communication with those whom the advertiser desires to reach is sometimes a perplexing and always an important study, as upon the selection or selections made may often depend the success or failure of the enterprise. The number of people addressed—their social standing, intelligence, ability to buy, quick appreciation of “a good thing”—are some of the points that must be carefully considered. As to the **number** of copies printed and sold, the

SAN FRANCISCO

EXAMINER

leaves no room for doubt—it is a moral certainty. A *daily record* is given by the management “all the year round.” The average circulation for 1892 was:

DAILY	SUNDAY	WEEKLY
<u>61,019</u>	<u>72,122</u>	<u>70,869</u>

Such a record of sales as this offers to the advertiser at least the primary principle of success, while long years of successful management and increasing popularity give an assurance of the other points.

E. KATZ, Eastern Agent, 186 & 187 World Building, New York.

HOME LAND FOLKS.




They own their land, they own their houses, they live comfortably—they are the buyers of the country—they are the people you are after—living in the New England, Middle and Southern States—more of 'em are reached by the Atlantic Coast Lists than by any other papers in Christendom. This is fact, there is no romance about it.

One order, one electrotype, does the business.


ATLANTIC COAST LISTS,

134 LEONARD STREET, NEW YORK CITY.


CATALOGUE FREE.

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THE ADVERTISING OF SCOTT'S EMULSION.

By Alfred B. Scott.

The first efforts ever made to popularize Scott's Emulsion were made among the medical profession. There is no secret whatever about the formula, it being on the labels of every sample bottle furnished physicians and in the advertisements which are placed in the medical journals, and the formula has been adopted into the Spanish Pharmacopœia. We started in 1876 in a very small way, and for seven or eight years advertised almost entirely in the medical journals, furnishing samples at the same time to the medical profession. We became newspaper advertisers in the United States through a peculiar combination of circumstances. Having entered the South American territory, and finding it an excellent field, we tried the effect of advertising in the Spanish-American newspapers in Cuba, the Isthmus of Panama and in other sections. We realized such good returns from this advertising that we took courage and determined to try the newspapers of our own country to a limited extent and on a purely experimental basis. This venture was such a success that our advertising expenditures have grown to very large proportions, and while our Spanish-American business has steadily increased, covering the whole of South America, we now advertise all over the United States, using the daily pa-

pers of general circulation, the great weeklies and magazines, and the local dailies and weeklies. In addition to these we distribute pamphlets and circulars extensively and use a large amount of lithography.

The first branch house we ever started was at Belleville, Ontario, in 1880. Canada is a good field for us, and we did precisely the same kind of advertising there that was done in the United States.

We have at the present time branches in London, England; Paris, France;

Barcelona, Spain, and Milan, Italy.

In all of these countries we are now enjoying an active demand for the Emulsion. It also sells well in Australia and quite freely in India and China.

We find the English people more difficult to convince and slower to respond than the Spanish or the Italian; in fact, much more so than any other nation we have advertised to. Physicians throughout the world indorse Scott's Emulsion because it is not

a secret compound, and for a more satisfactory reason still, because it has been thoroughly tested and pronounced to be the most effective way of administering cod liver oil.

Our business has grown year by year, which is to be attributed, I think, to the universally good standing which our remedy holds, not only with the profession, but with the thousands who have been benefited by its use.

I am often asked what medium or mediums of publicity pay us the best,



ALFRED B. SCOTT.

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but as the Emulsion is now sold by nearly every druggist in the United States, and as we do not send it by mail, we are unable to trace the results.

We favor daily newspapers most, and they get the largest proportion of our advertising patronage. From the fact that we are unable to definitely ascertain the relative values of the different mediums, we resort to them all, endeavoring to discriminate as to their value as much as is possible.

New York State is our largest market, and next come Illinois and Missouri, while all the States respond well.

When we first put up the Emulsion it was widely questioned as to whether so distasteful an article as cod liver oil could be advertised so as to make a large and permanent business. But we determined to test this question, emphasizing the fact of its palatableness and digestibility emulsified with the important addition of the hypophosphites.

We have made the public realize the success of this experiment, to the advantage of many sufferers who now, with us, believe that when the Emulsion is once used its merits will make it almost a household word.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, March 29, 1893.

Mr. Brent Good, on his arrival on this side, was entertained at the Café Royal, Regent street, by Alf. Cooke, the well-known color printer. The party, though small, was representative of something like \$2,000,000 a year in advertising, the most prominent guests being, after Mr. Good, Mr. Morgan Richards, his London agent, and the representative of a larger number of American houses than any other one man probably in London; Mr. Packard, of Seigel's Syrup; Mr. G. T. Fulford, of Dr. Williams' Pink Pills fame; Mr. Davies, of Scott & Bowne, proprietors of Scott's Emulsion; and Mr. H. Rankin, of the London Waterbury Watch Company.

* * * * *

Mr. Fulford tells me that he is entirely satisfied with the progress made with his Pink Pills here so far. "I am getting into the papers cautiously," he said, "because I wanted to assure myself that the sort of advertising I have determined on is the right thing

for the English market, and I have placed trial contracts of two hundred inches, to be used within three months, and option of more at same rate, with just a selection of dailies and weeklies in the midland counties of England. There has been the usual amount of difficulty in starting a new business, but our matter is in a circulation of 3,554,000 total every week now."

"Do you think that what pays in the United States pays here?"

"There is every mark of immediate and permanent success, and we have adopted the same plans that were used, first in Canada and then in the States. At first the English papers did not know what to make of reading matter advertisements running to a couple or three columns, but their anxiety for the business enabled us to get what we wanted."

"How do our papers compare with those of your own country?"

"Well, the feature that strikes me is the greater width of your columns, which saves me something like twenty per cent measurement. Your London Sunday papers are doing admirable work for me, and I have the dailies under negotiation. It is all done through agents, C. Mitchell & Co."

"And you are not sorry you came to England, then?"

"No, sir. There is a good market in England. The average of circulation is higher in your papers, and of course there is a really more hopeful field than in Canada, where Pink Pills are nevertheless advertised to outsell all other proprietary medicines. I believe in looking after the retailer—the druggist—and I always keep on being ready to supply him with matter for distribution (I have got a million colored pamphlets in the press this minute), and when I find orders from the public are multiplying from a given place, I write to the druggists in that place to try to find out why they don't let the people know where to get the goods. A person won't trouble to write if he knows that."

"And does that make sales?"

"I think so; in fact, I know it. It pays to look sharp after details, not as a substitute for advertising, but as a *help* to advertising."

* * * * *

The following equivocal advertisement I cut from a prominent position in one of our papers. It is a choice example of carelessness, emanating

from a firm usually remarkable for its artistic, capable and well-judged work. But this effort is distinctly funny:

WHAT A DIFFERENCE THERE IS
IN HOUSES !

Some Smell Sweet and Wholesome,
others Musty and Dirty.

HUDSON'S EXTRACT OF SOAP

OR HUDSON'S DRY SOAP

MAKES THE DIFFERENCE.

Does it mean that those houses washed with Hudson's Extract of Soap smell "Sweet and Wholesome," and that those cleansed with Hudson's Dry Soap smell "Musty and Dirty"? or what?

* * * * *

Interviewed on his return from Chicago by the *Chemist and Druggist*, Mr. S. M. Burroughs, of Burroughs, Wellcome & Co., an Anglo-American house well known on both sides, said: "We believe in exhibitions, and have a regular plan to work upon, which we have carried out at Paris, Melbourne and all the big exhibitions,"—which is contrary to the general opinion of such things. He said further: "I was in Chicago two weeks hunting around for concessions. It takes time, you know, to get people to agree to your putting up a pavilion in the exhibition grounds to advertise yourself—if you are an Englishman." The last phrase with a merry eye-twinkle.

"But you managed?"

"Got two concessions. One for the Rosbach Water, in which I am interested, and Mr. Collingwood, my companion, is specially interested. For that we are to put up a handsome pavilion in the grounds, where exhibition visitors can try the Rosbach Water for themselves. No, the Franz Joseph Water will not be on tap there. Other and ulterior arrangements are needed for that. Oh, yes; the exhibition is to be a grand thing. Why, they are to spend \$18,000,000 upon it! Imagine that—\$18,000,000! It will—be—a—big—thing."

And Mr. Burroughs pictured that all to himself; so our representative reminded him of his own pavilion.

"Well, I got a concession for that, too. A nice house we shall build in the grounds, where our medical and pharmaceutical friends from this side—and all sides, I may say—will have a place to meet in, to write letters, chat, and so on. I consider that we owe something to medical men and chemists for helping us to introduce our goods and make them popular, and this will be a little return to them. The house will be built of a new material—rock-plaster. That is a stuff which sets hard, dries quickly, and can be polished as smooth as this glass. The water seems to combine as water of crystallization, I should think. Rock-plaster is strong and water-proof too. The interior of the house will be elegantly furnished. I want it to be comfortable, and I want all our friends to know that they can use it freely. There will be attendants to look after their comfort."

"How are American druggists taking to the World's Fair?"

"Very well, indeed. There will be very fine shows by all the leading firms. Most of them will be very handsome and very instructive. I don't know why English firms have kept back so much. They'll regret it. You have no idea, sir, how magnificent a thing the exhibition will be. And there will be crowds and crowds going around."

"But, Mr. Burroughs, we hear from New York that it will not be ready in May."

"That so? Well, you may be sure our part of it will be."

"How have you found business?"

"Very fair. We don't advertise in America, but there is a demand for our goods—a steady demand. Kepler extract! Why, you'd be astonished how much of it is sold in the States."

THE MERCHANT'S HOHENLINDEN.

One day when business ran down low,
Deep gloom sat on a merchant's brow,
And dark as midnight was the flow
Of thoughts revolving rapidly.

That merchant saw a dreadful sight,
By fancy's dim and lurid light;
He thought he saw the sheriff right
Among his stock of finery.

Ah! sadder yet his fears will rise,
Ah! deeper yet will be his sighs;
Ah! louder yet will sound his cries
Unless he advertise!

Now, all who would a lesson learn,
Look closely, and you will discern
That advertising will return,
Like bread upon the waters.

—Dallas News.

ADVERTISING SPORTING GOODS.

By James E. Sullivan,

Advertising Agent for A. G. Spalding & Bros.

Twelve years ago there were about fifteen amateur athletic clubs in this country. Of this number the West claimed but one, which was in California. To-day there are nearly three hundred clubs in the United States.

Twelve years ago there were only three sporting editors of daily papers in New York city. Now a sporting man is almost as important an adjunct to a newspaper office as the city editor, and the sporting columns occupy lots of space and prominent positions.

A decade ago \$250,000 or less represented the annual amount expended in the United States for advertising sporting goods. Nearly half a million dollars are invested each year in this city, and the publishers of the United States receive over \$5,000,000 annually from manufacturers and dealers in sporting goods.

The growth of interest in athletics, and especially outdoor pastimes, has been wonderful. It is hard to trace its real origin, but schools, societies, ministers, and even women, have adopted the fad till physical education has become a national topic.

I have two methods in advertising, one to reach the dealer and the other the consumer. The mediums employed in catching the dealers are the trade papers, and those that I have found the best are as follows, in order: the *Wheel*, the *Referee*, *Good Roads*, the *Sporting Times*, *Bearings*, *Cyclist* and *The Cyclist*. These mediums are principally valuable for bicycles. For general sporting goods the *Sporting Goods Gazette* and the *Sporting Goods Dealer* lead all others, and for baseball goods the two most valuable papers are the *Sporting Life*, of Philadelphia, and *Sporting News*, of St. Louis.

For the purpose of interesting consumers Messrs. A. G. Spalding & Bros. advertise in the cities where they have stores—Chicago, Philadelphia and New York. In Chicago the best returns, named in order, are obtained from the *Herald*, *Tribune*, *Times* and *Post*. The Philadelphia papers are more evenly divided, while in New York they rank as follows: The *Sun*, *Herald*, *World*, *Times*, *Tribune*, *Press* and *Advertiser*. The Sunday editions are more valuable than the week day,

as people have more time to read on Sundays, and their thoughts are more of recreation than during working days. The firm's usual advertisement is fifty lines, in good position, well displayed and with a striking cut. I think the smallest advertisement a sporting goods concern can wisely use is forty lines. Anything smaller is thrown away, as the advertisement is lost. I do not believe in very large advertisements. A half page in the *Sun* costs \$500, but rather than put so much in one paper it is more advantageous to spend it among all the local dailies for a medium-sized advertisement. Continuous advertising is the kind. An advertisement kept in the paper after day is far better than an irregular and spasmodic system.

A. G. Spalding & Bros. use the college papers considerably, and find them excellent mediums. They not only bring returns from the students, but when a college man who has been a customer graduates he joins an athletic club, or at least continues in athletics and remains a customer. The college papers that bring the best returns are the *Yale Daily News*, *Harvard Crimson*, *Princeton Tiger* and the *Chicago University Journal*.

Nothing is done with programmes and annuals, as experience has demonstrated their weakness. Magazines are also left alone. It is natural to think magazine readers would be good buyers of high grade sporting goods, but it is not so.

Magazine advertising brings sales of tennis goods and tennis uniforms, but little else—not even bicycles. The very wealthy do not ride wheels. The purchasers are usually business men and clerks who are seeking rest and recreation, and this class as a rule have not much time to read magazines.

I have no little trouble with the publishers of the athletic club papers. Nearly every athletic club has a paper. If the club buys a bat or a ball of any dealer it is supposed the firm will sign an advertising contract. Another matter that is both trying and at times amusing is the question of circulation. Some of the claims made are enough to make an old-time honest publisher turn in his grave. Recently the publisher of a magazine solicited me for an advertisement, and claimed, with great vehemence, 80,000 circulation. I came very near knowing the circulation of

his publication, and made this proposition:

"If you will give me the usual opportunities for verifying your circulation, and if it proves your claim, I will take six pages, otherwise you give me two pages gratis."

The proposition was not accepted.

APRIL ADVERTISING.

By Wm. H. Maher.

As I turn the advertising pages of my magazines I always comment to myself upon the quality of each ad, and to-day, when I finished looking through the new *Century*, I determined to risk seeing my opinions in print.

Let me say that an ad nowadays has come to be judged from two standpoints: that of merit as a trade producer, by its influence and effect on the mind of the reader, and as a piece of literary and artistic work in the reading matter and the manner in which it is displayed.

To the business man there is only one real test of an ad, and that is its trade-producing power. If it is successful in this it does not matter what advertising mechanics may think of it. But no one knows the results of any given ad but that special advertiser, and men may praise or blame an ad, when the man behind the scenes has direct knowledge to the contrary.

The *Century* has 112 pages of advertisements for April. Let us gossip about these first. One misses the pretty jewelry cut from Starr's ad; it seems as if he was making a mistake. Jewelry always looks tempting, and such an ad ought to show a new special design every month. The Victor bicycle is a showy page because of the border, yet the cuts look cheap. But it is a good ad.

Haviland's ad could easily be improved. Packer's is ingeniously gotten up, as if a few verses extra belonging to the magazine. Pearlline ads are always good. Cut glass engravings are attractive, and make taking ads. Lowell carpets is an effective quarter page. I don't like Shepard's cuts; the ideas and the execution are cheap and not up to the work in the surrounding pages.

The ad of Rogers Bros. is a sample of poor work in type; the reading matter could easily be made ten times more effective, and put in form where people

would read it; as it is it has a mixed-up look, no way tempting one to examine it closer. Hartshorn's heading is good. The wire screen ad is good, but the expression: "We have screened this house," is a peculiar and not a happy one.

Alabastine makes a strong statement about wall papers, and ends by modifying this. I think this is a wrong principle and weakens the ad. King's ad would be better if fewer buildings were given, and these to be the best-known ones and in prominent type.

I have no doubt that Johnson's engraver was very proud of the job, but if it was done for me I would insist upon its being more distinct; business effect ought to control artistic effect in an ad. The moulded brick ad is a very attractive one. Shingle stains is also good. Devoe's full page might easily be improved in typographical effect and tell its story at a glance.

Why should the American Boiler Co. mention so many boilers by name and not say a word as to the quality? The names mean nothing to the average reader. A good ad in small space is Scovill & Adams. Two others, on the same page, are almost equal to it. The "Sunol" ad is somewhat unique, but the Columbia is excellent. Lovell's page is sure to be seen, but the $\frac{1}{4}$ -page Hartford is a model. The "three lines" ad is out of the worn ruts, and is a good one. I think the "Monarch" might easily be improved. The tennis ad is attractive.

It is a mistake to tell too long a story, if one is a continuous advertiser. For this reason I think the excellent Cuticura page might be improved and would be read by more people. The Boston *Herald* idea was good, but would be improved by putting a new point inside that oval each month. "Sweet Charm" shows what can be done in small space. It is a good ad. What I said about Cuticura applies equally to Woodbury's ad. Kirk's ad is, to my thinking, more pretty than effective. Witch Cream is good in every way.

The Chicago dry goods idea seems to be to brag about having the biggest store and stock in the world. I don't believe this induces the best people to buy there by mail. The stocking ad is a very modest one in this respect, and ought to draw trade. It reads as if the truth. But the next Chicago ad brags of being the greatest, etc., etc.

The other dry goods ads on the same page with this are in good taste, dignified, business-like, and ought to produce business.

Kayser's ads are generally good. When I see that cut of the "Monarch" shirt I always wonder if the cut of the automatic furnace regulator has not got misplaced. No one will pass over the P & P page without reading the lines under the illustration. So the reader will stop to look at "Bovril."

Is the fact that it "requires no boiling" the one sole merit of Blooker's Cocoa? If not, why let so much space be wasted? As an ad to influence purchasers it will not compare with Baker's, yet it has twice the space. Menier's ad is the best of the three. Lactated Food has a handsome half page. Dr. Wilbor's ad is an effective one. Hire's Root Beer ad is excellent. The jingle makes an impression that will remain for awhile. I have never yet seen what I call a good ad of tobacco. If I were in that trade I would strike out on a different line from that now seen.

Advertising to secure work in advertising is a difficult task, because the reader immediately tests the man by the work under his eyes. Wheatley's page is effectively arranged to attract and hold the eye, but Ayer's matter is superior. Wheatley begs too hard for a job; he "doth protest too much;" Ayer makes his point strong because it is dignified in tone and does not appear to promise too much.

Armour's point is a good one—an impressive one, but the ad has the appearance as if a compositor had sprinkled a half-page ad over a page of space. Murphy's ads remind one of the "Sayings of Poor Richard," and oftentimes it is difficult to hitch two-thirds of the matter to Varnish.

Let us now see what is in *Harper's* that is not in the *Century*, or that is set up in a different way.

Lyon & Healey have a good quarter page. Mitchell's ads always attract one. The Pittsburg lamp ad is supposed to be improved by such work as "some of 'em," etc. In my opinion that sort of thing is very cheap, and if it has any effect it is to disgust a reader by its effort to come down to a lower standard. It is not colloquial, except with the illiterate, and they are not subscribers to *Harper's*.

The Mimeograph ad is a good one;

almost persuades me to send for one. "Buy a Box of Brains" is a capital head. Gardner's ad is a good one. Cudahy's ad in *Harper's* is not nearly so good a one as in the *Century*, yet has twice the space. Peptonix is excellent.

The idea used in Hoff's page is good, but one wonders that a little more money was not put into the cut.

With *Scribner's* in our hands, turn to page 36; are the two pages of P. and P. twice as effective as the single page in the *Century*? I think I would take the *Century* ad at the same price as paid for *Scribner's* two pages. The "Fairpoint" idea is good, but should be on a larger scale.

Fargo's ad is far ahead of Douglas', but applies to one shoe only, which is the reason, perhaps, why it is so good. Compare the half-page ad of Lactated Food with that in the *Century*: one is a full column, the other two half columns across the page. To my thinking the *Scribner's* ad is far handsomer, and I am not sure but that it is the best ad in the three magazines. See how superior it is, in effect, to the half page Mellin's Food ad on the opposite page.

The Rubifoam ad compels attention, says little, but enough. The Victor ad in *Scribner's* is inferior to that in the others.

Peacock's ad is a good one; so is the Gorham. The Derma-Royale people ought to have a liberal cash offer at the top of their ad for all who would read the closely printed column. Scott's page is very poorly set up. Here is Armour's full page *Century* ad boiled down to a quarter page in *Scribner's*, and most decidedly to its benefit. There is quite an object lesson in these two ads. Were I paying for that page of Tadella Pens I would much rather have it in the back of the magazine with miscellaneous ads.

Probably no one of my readers will agree with me in all my opinions, but I shall have to survive that. If any one agrees with me in part of my decisions it is all I expect. But my comments may do for a beginning and draw out better opinions from more competent judges.

ONLY WAY TO GET IT.

In spite of all who "want the earth,"
There's no man really tries for it,
For if he did, and knew its worth,
He'd surely advertise for it!

Miscellanies.



THE SUPPLY CUT OFF.

Stranger (in country newspaper office):
What's the news?
Office Boy—There ain't any—the editor's sick.—*Puck.*

Miss Butee—Newspaper work takes in almost everything, doesn't it?
Spacer (moving up closer to her)—Well, yes, our profession does embrace a great deal. Then the light got so nervous it went out.—*Troy Press.*

Editor of Country Newspaper:
There, give that column editorial to the foreman and tell him that Panama Canal Frenchman's name is spelled with an accented *e*.

Assistant—I beg your pardon, sir; but this week it is my turn for the accented *e*, and I've used it in speaking of the *fin de siècle* girl.

Editor—That's so; I forgot. Well, kill the editorial!—*Puck.*

First editor—Do you know what corrosive sublimate is?

Second Editor—Corrosive supplement? Certainly. That's the extra sheet you issue during a heated political campaign.—*Yonkers Gazette.*

His Decadence.—Rivers Ide: Rondo tells me he sold six poems to the magazines last week.

Jack Lever: Poor fellow! and he used to write such good poetry, too.—*Puck.*

Literary aspirants soon learn that editors return everything but umbrellas.—*Elmira Gazette.*

THE TERRORS OF MODERN JOURNALISM.

Though with a frame like Hercules,
As stalwart as a king,
He prostrate lay upon his couch,
A limp and lifeless thing.

Eight doctors stood about his bed
In consultation grave,
But shook their heads; there was no hope
This shattered wreck to save.

They worked upon him all the day,
All night, until the dawn,
"Alas!" quoth they, "our toil is vain;
His mind is wholly gone."

Ah, wretched man! for days he'd bought
All papers, great and small,
That printed guessing-coupons, and
He'd tried to guess them all.

—*Boston Courier.*

A law is talked of making it a punishable offense for a newspaper to claim a larger circulation than it really has. Such a law would stop a great deal of unpardonable swindling, and we are sure there is not one of our billion subscribers who will not endorse it.—*Judge.*

Reads it—What's the funniest thing in the world?

Says it—It's claim for the biggest circulation.—*Puck.*

Recently the editor of the Spring Place *Simpleton* put in a blank column, with the words: "This space belongs to the editor." Next day half of the town went around to tell what to put in!—*Atlanta Constitution.*

A Kind of Editor.—Reporter:
I have a big sensation for you.

Editor—What is it?

Reporter—Peter McGuigan, the dry goods merchant, has just beaten his wife half to death.

Editor—Very sorry; but we can not use it.

Reporter—Why not?

Editor—Because Peter would come right around and withdraw his advertisement.—*Puck.*

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

COLLEGE graduate wants a position on a country daily or weekly. "S. N. R. H.," Princeton, N. J.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

I WANT to buy an established Democratic weekly in Ohio county seat. Address Box 719, Granville, Licking County, Ohio.

WANTED—Material for a small job office; must include a 10x15 press and some body type and job faces. "E," care Printers' Ink.

WANTED—Experienced advertising man of ability on a monthly specialty, for large advertisers. GRIFFITH, AXTELL & CARY CO., Holyoke, Mass.

A FIRST-CLASS editorial and special writer wants engagement. Small salary accepted, if allowed to make a record. Samples. Address "M. N.," care of Printers' Ink.

WANTED—Situation by editor, publisher, printer, of experience, aged 40. Temperate, reliable, industrious. References. Address "WILLING," care Printers' Ink.

WANTED—A purchaser for a half interest in the best daily and weekly paper in Central Texas. Paying handsomely. Address "PROPRIETOR," Box 567, Corsicana, Texas.

WE reach the people—the CANTON (OHIO) VOLKS-ZEITUNG. Daily established 1866; weekly, 1879. Only German papers in Stark county. Send for rates and sample copy.

WANTED—Orders—We set type, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. UNION P.T.G. CO., 15 Vandewater St., New York.

WANTED—Democratic editors and publishers to know that my editorial "copy" has received the approval of PRES'T CLEVELAND. Send for sample. GEO. T. HAMMOND, Newport, R. I.

WANTED—AMERICAN ADVERTISING STOCK CUTS. Send proofs and state lowest prices for cash with order. BENTS', Importers of Advertising Novelties, 63, Borough Road, London, England.

CLASS journal wants advertising solicitor for N. Y. City. Cash commissions. References required. Address "M. O. P." care Printers' Ink.

PRINTER wants situation as foreman of country office. Good all-round printer. Can write locals and report. Unmarried. \$12 per week. **PERCY GRAHAM**, Dunnville, Ont., Canada.

\$2.00 PER PAGE for contributions on care of children. Physical, intellectual and ethical. Articles must not exceed 2,000 words. Address "EDITOR," P. O. Box 3,790, New York.

WANTED—ADVERTISING NOVELTIES (lithographed or printed). Send samples and lowest prices for cash with order. **BENT'S**, Importers of Advertising Novelties, 63 Borough Road, London, England.

WANT ADVERTISEMENTS in **PRINTERS' INK** under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

SIMPLEX method of embossing for fine job work. It pays for itself in the first order. Any printer, with job press, can do the work. The "Simplex Embosser" and sample plate sent, post-paid, upon receipt of \$1.00. **C. DALTON**, sole agent, East Dubuque, Illinois.

WANTED—Man of experience to take management of subscription department of old-established weekly paper (specialty). Must be qualified to apply modern methods to develop the field of subscriptions. Records and references necessary, without which applications will not be considered. Address **E. W. SARGENT**, 42 West 64th St., N. Y. City.

WANTED—By a man of ideas, well known to the readers of "Printers' Ink," a position with a reliable firm or corporation as advertising manager and writer. The highest references given; 15 years' experience. All styles of writing. Salary expected, \$1,500 a year. Can make himself worth \$5,000. Address, in first instance, "BRAINS," care of Printers' Ink.

ADDITIONAL capital (\$10,000) and services of a first-class man are wanted to push the sales of high-class novelties. The business is the only one of its kind in the U. S., and is protected by patents and copyrights; also something entirely new in the way of advertising literature. The highest references given and required. "A. H." Room 3, 45 Montgomery St., Jersey City, N. J.

I AM advertising manager in a department store doing a million and a half annual business. I want a position where I can earn more than \$1,500 a year. I have had experience in the newspaper business, and am capable and willing to take business or advertising management of a good paper or periodical. Would prefer position similar to my present one, however. Address "B," care Printers' Ink.

'THIS interests you, Publishers. Wanted: Publishers to take agency of latest map of United States, size 16x26 inches, lithographed in colors, mounted on strong rollers, edges bound. It is reversible, and shows map of the world on other side; also lithographed in colors, with remarks of general information on margin, such as export, import, mining, manufacture, population, area, etc., of every country. The most useful ornament for every office. A sample copy to you, \$1.50. Regular retail price, \$5.00. Moreover, we will refund your price paid for sample, when one dozen are ordered. **MARGOLD PUBLISHING CO.**, 54 Madison St., New York.

ADVERTISEMENT CONSTRUCTORS.

Twenty-five cents a line.

FOR HIRE—A brain bristling with bright ideas for active advertisers seeking live "business bait." Swallow the hint! **JED SCARBORO**, Box 63, Station W., Brooklyn.

PUBLISHERS of newspapers who wish to attract advertisers should send for free samples of my poetical *box mots*. Address "WRITER," Box 198, Dallas, Texas.

MISS VIRGINIA FRAZEE, advertisement writer, having retired from the *Ladies' Home Journal*, will write advertisements and booklets. "NO SATISFACTION, NO PAY," Box 409 Philadelphia.

"MY IDEA OF IT"—The object of advertising is to sell goods. That is what I keep always in mind. I try to write ads that catch the eye and appeal to the reason. Convincing ads. Ads that sell goods. I don't always succeed. I only do the best I can, and if that is not good I return the money. (I ask for pay in advance for small amounts—no time to keep books). As a matter of fact, out of about 2,000 ads written on these terms I have had to rewrite only seven. I write a sample series of four ads (not over 4 inches double column) for \$5, or 10 for \$5.00. "The proof of the pudding is in the eating." **CHARLES A. BATES**, Indianapolis, Ind.

PREMIUMS.

Twenty-five cents a line.

PREMIUMS for Publishers. *Cinnamon Vines*, most popular vine extant (plant in May and June); $\frac{1}{2}$ pay in space. **A. T. COOK**, Hyde Park, N. Y.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. **HOME BOOK COMPANY**, 142 & 144 Worth St., New York.

BILL POSTING & DISTRIBUTING.

Twenty-five cents a line.

ADVERTISING dist., signs nailed up, bill posted. **ARTHUR HATHCOX**, Box 371, Lansing, Mich.

BILLS, books, papers, samples, etc. distributed—\$2.50 per M. **C. L. HUDDLE**, Fostoria, Ohio.

I PERSONALLY superintend the distribution of samples and advertising matter. **WILL HABBE**, Manager District Telegraph Company, Evansville, Ind.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$6.50, or \$25 a year. Cash with the order. More space 25 cents a line each issue.

ILLUSTRATORS AND ILLUSTRATIONS.

Twenty-five cents a line.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

ADVERTISING AGENCIES.

Twenty-five cents a line.

IF you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

SUPPLIES.

Twenty-five cents a line.

VAN BIBBER'S Printers' Rollers.

LEVEY'S INKS are the best. New York.

"PEERLESS" CARBON BLACK. For fine inks—unequaled—Pittsburg.

'THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 17 & 19 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

\$5, accompanied by this slip, will bring you a six-inch perforator and card scorer. The *Inland Printer* says that it is a success, so do hundreds of printers; will save its cost in one day. If not as represented money will be returned. Send a "V" to-day. **SLOCUM AUTO MATIC PERFORATOR CO.**, Caro, Michigan.

ADVERTISING NOVELTIES.

Twenty-five cents a line.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address **SETH THOMAS CLOCK CO.**, 49 Maiden Lane, New York.

BEST adv. novelties are the "Little Casino" Base Ball Schedules. Four cover pages your own ad. No other ad. in book. Vest pocket size, 84 pages, leatherette cover, 10c. per copy; 500, \$15.00; 1,000, \$37.00. **EMIL GROSSMAN & CO.**, Cleveland, O.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

ADDRESSES AND ADDRESSING.

Twenty-five cents a line.

IF you wish to buy lists of names, advertise for them in Printers' Ink.

IF you wish to sell lists of names, advertise them in Printers' Ink.

2,500 names of "Garden of Manitoba" householders (26 post offices) for \$2.50. Every address being correct, circularisers waste not one cent. It's worth writing to **C. S. BULLEY**, Portage la Prairie, Man.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

MISCELLANEOUS.

Twenty-five cents a line.

VAN BIBBER'S Printers' Rollers.

LEYEY'S INKS are the best. New York.

RIPANS TABULES. Pleasant to take and contain nothing injurious.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 60c., the cost of the "Binder." Address **PRINTERS' INK**, 10 Spruce St., N. Y.

HOISTING APPLIANCES. Overhead Railways. I have been in this biz 15 years. Have sold more than 8,000 elevators and dumb waiters; have done work for all the leading N. Y. paper offices; have just put the lifts in the new Recorder office. If you want something in my line write to or come and see **J. Q. MAYNARD**, 114 Liberty St., New York.

FOR SALE.

Twenty-five cents a line.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. **GAZETTE**, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

READY NEXT WEEK—American Newspaper Directory for 1903. Price \$5. Subscribers to Printers' Ink buy the Directory for \$3.

10,000 MONEY letters April, '91, to May, '99 (never copied). Will sell outright or copy. **A. D. PERKINS**, New Haven, Conn.

FOR SALE—Republican weekly newspaper, in a Republican county. Owner in bad health. **J. H. BRISTOL**, Martinsburg, West Va.

FOR SALE—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

FOR SALE—A Stonemets web perfecting press and stereotyping outfit. Will print 6,000 4-page papers per hour. Will be sold cheap. Address **EVENING EXPRESS PUB. CO.**, Portland, Maine.

FOR SALE—A three-revolution Hoe press and Stonemets folder attached, in good working order, now in daily operation; size of bed 41½x28½. Will be sold very cheap. Address "D. C." Printers' Ink.

WHOLE or part interest for sale in substantial Republican daily and weekly in live Ohio city. First-class presses, fine advertising and job patronage. Official printing. Investigate. **OHIO**, care Printers' Ink.

WHITE MOUNTAINS—For sale or to let, a handsome, roomy, attractive summer residence and farm; fully furnished and stocked. For illustrated descriptive circular a. d full particulars, address "G. P. R.," P. O. Box 672, New York.

5,000 LINES of SPACE in the **AMERICAN FARMER AND FARM NEWS**, Springfield, O., 165,000 circulation, will be sold cheap to advertisers not regular patrons of the paper. How many lines can you use! **CHAS. F. W. NEELY**, Muncie, Ind.

ADVERTISING MEDIA.

Twenty-five cents a line.

SEATTLE TELEGRAPH.

ADVERTISERS say it pays! Tried it! **STAR SPANGLED BANNER**, Lakeport, N. H.

THE KATES CATALOGUE, Greenville, Ohio. Mailed to women. Test it. Circulation, 5,000.

\$1.50 For 5 lines 26 days; 6 days, 50 cts. **ENTERPRISE**, Brockton, Mass. Circ. 7,500.

ALBANY, N. Y., **TIMES-UNION**, every evening, and **WEEKLY TIMES**, reach everybody. Largest circulation.

BEST CONNECTICUT MEDIUM. Reaches everybody. Gift-edged investment. **THE NEW HAVEN NEWS**.

HOW would you like to advertise in an illustrated weekly that reaches 5,000 readers every week? Think you will try it? Then drop us a line for rates. **THE INTER-URBAN**, Canton, O.

LOS ANGELES TIMES—The foremost newspaper of the Southern California coast. Advertisers guaranteed 12,000 net circulation daily. **H. D. LA COSTE**, Eastern Representative, 38 Park Row, New York.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,000; Sunday, 17,000, and Weekly, 23,000—cover the field. All leading advertisers use it.

WISCONSIN AGRICULTURIST, Racine, Wis., circulation over 30,000, proved by P. O. receipts. Advertising only 30 cents a line. **World's Fair** office 315 Dearborn St., Room 1101, Chicago. New York office 193 Times Building.

THE TIMES-UNION, of Albany, N. Y., is a popular Home daily; its circulation exceeds the combined circulation of the Press and Knickerbocker and Sunday Press, though the "circulation liar" of the paper claims "the largest circulation in Albany" for his papers.

CLASSIFIED ADVERTISEMENTS in **PRINTERS' INK** begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, APRIL 19, 1893.

A HUNDRED dollars will pay the postage on 10,000 circulars, and send them into 10,000 waste-baskets. The same \$100 will insert a page advertisement in PRINTERS' INK that will be read by many times 10,000 persons, all interested in advertising, and be kept for weeks, months and years, and afterwards bound up in book form for future reference. PRINTERS' INK has no waste-basket circulation. To have your announcement in the issue of May 3rd the copy should be in hand on or before April 26th.

THE manufacturers of Sunol bicycles state, that in response to their offer of twenty-four cash prizes for "bright, original advertisements," they received 25,000 ideas. The first prize has been awarded to E. A. Wheatley, a professional advertisement writer in Chicago; the second to Chas. McIlvaine, of Haddonfield, N. J.; the third to Miss Virginia Frazee, formerly of the *Ladies' Home Journal*, and the fourth to John Sturgis of Pettingill & Co., Boston.

A CONTRIBUTOR to an English contemporary voices an opinion not without adherents in this country:

I know of more than one country newspaper proprietor who has refused double column advertisements under any circumstances. I hope the day is not far distant when very many newspaper proprietors will follow so good an example.

Why should such a policy be commended as "a good example?" The mistaken idea that all advertisers should be kept down to the dead level of uniformity is absurd and unbusinesslike. It would be about as sensible for the city authorities to attempt to limit all buildings to one type, and prevent a man from erecting a residence to occupy more than a certain amount of ground. Variety and individuality are as desirable in advertising as in architecture. It should be paid for, though.

PUBLISHERS of prominent political newspapers find it difficult nowadays to sustain the circulation of the weekly edition. Paper is so cheap that nearly everybody can afford a daily.

THE persons who are endeavoring to secure the passage of the "circulation liar" bill by the New York Legislature should enlist the services of the influential editor of the *Albany Times-Union*, Mr. John H. Farrell. The Albany papers have been publishing some very contradictory statements in regard to their relative circulations, and Mr. Farrell has been after some of his contemporaries with a sharp stick. Unfortunately, challenges rarely accomplish anything, but a law to punish circulation lying might make things more interesting at the capital city.

"HINTS ON HOUSE FURNISHING" is the title of a practical and suggestive advertising booklet gotten up by John H. Pray, Sons & Co., 658 Washington street, Boston Mass. The advertising feature is subordinated to really valuable suggestions, not only on furnishing, but on taking care of carpets, upholstery, etc. This sort of information cannot fail to interest the class of people likely to become customers of the house. The little book is a model in its way, and we are not surprised to observe that dealers in similar lines in other cities are borrowing portions of the matter for use in their newspaper advertisements.

THE DAILY GENERALLY KILLS THE WEEKLY.

THE RANGE-TRIBUNE,
IRON MOUNTAIN, Mich., April 10, 1893. }
Editor of PRINTERS' INK:

The advisability of starting a small daily here is being considered by us. What would you consider a fair charge for advertising space in the daily per inch per week, as compared with the rates in the weekly, the supposition being that twice as many copies of the daily would be printed per week as of the weekly?

R. P. TUTEN, BUS. MGR.

Advertisers usually expect to pay a daily about one-half as much as a weekly, when circulation and other factors are the same. Successful weeklies have often found, however, after starting a daily, that the latter's advertising space is so hard to fill that they are tempted to accept orders for both editions at a little lower price than was formerly insisted on for the weekly alone.

It is to be regretted that ungrammatical advertisements so frequently find their way into the newspapers. Last Thursday a glaring error appeared in the New York dailies. A local clothier announced:

**Smart
Top
Coats**

designates the style and quantity of our spring overgarments.

The general awkwardness of the construction could be overlooked, but the conspicuous failure of the verb to agree with its subject must seriously weaken the effect of the advertisement. The advertiser is not justified in supposing that people do not notice and comment upon such slips. There are, of course, errors in the reading as well as in the advertising columns, but the advertiser has not the same excuse as the editor, for the former has, comparatively, a small amount of matter to prepare and plenty of time for revision.

UNAVOIDABLE DELAYS.

When a complaint is received at the Post-Office Department of undue delay in the delivery of mail matter an effort is made to trace the fault. The result does not usually convey much satisfaction to the complainant, but probably tends to better the postal service by causing the clerks to exercise greater care.

Mr. Stanley Day, on April 1, made a complaint to the General Superintendent of the Railway Mail Service that a copy of PRINTERS' INK mailed to him March 22 did not reach him until March 29, although his residence was only 27 miles distant from the New York Post-Office. On April 8 his complaint was returned with five different papers attached, signed by various officials. The sum and substance of these papers seem to be involved in the statement of Postmaster Van Cott, who writes: "It is regretted the delay complained of herein cannot be accounted for, all matter being despatched as rapidly as possible," and the comment of the Superintendent, Mr. R. C. Jackson, of the Railway Mail Service, to Hon. James E. White, the General Superintendent. Mr. Jackson's comment is as follows: "This is not a very satisfactory conclusion, but it seems to be the best that can be said about it."

MISSING PAPERS.

ALBANY, N. Y., April 12, 1893.

Editor of PRINTERS' INK:

My PRINTERS' INK No. 12, March 22, 1893, has not yet been received. Kindly mail me a copy of that date, so I may keep my file complete. I have them bound for several years, and therefore want this number to make present volume complete. The causes of lost papers mentioned in this week's issue probably account for my missing PRINTERS' INK.

C. E. HOUGHTALING,
70 Madison avenue, Albany, N. Y.

We regret that we are not able to supply copies of PRINTERS' INK for March 22, as the edition has been exhausted. Will some reader who does not specially value this issue kindly forward the missing copy to Mr. Houghtaling?

OPPOSES THE BILL.

ST. PAUL DAILY GLOBE,
ST. PAUL, MINN., April 5, 1893. }

Editor of PRINTERS' INK:

In reference to the measure now pending in the Minnesota Legislature known as House File No. 728, or a bill to regulate the sale of patent medicines, would say that it has been reported without recommendation by the Judiciary Committee to the House, that it is on general orders, and will be taken up for consideration in the house the early part of this week. I can assure you that the *Globe* will make a vigorous and effective fight against the bill. We will use every influence possible to defeat this measure, and feel certain of success. The session of the Legislature is so near a close that should the bill get through the House, it will certainly be beaten in the Senate. You can rest assured that the bill will not become a law at this session of the Legislature. Very truly yours,

LEWIS BAKER, JR.,
Business Manager.

FIN DE SIECLE ADVERTISING.

From the Chicago Record.

Queen Victoria had the mumps! When she was a little girl. Dr. Swellface's celebrated Mumps Elixir hadn't been invented.

Don't you dare come into our store! Unless you want a bargain. The Indurated Pants Company.

You were out late last night! Buy one of our adjustable, self-regulating hats for morning wear.

Do you read magazine poems? Then try one of Bubul's Blue-Eyed Liver Pills. Sure cure in three to five minutes.

The man in the next flat plays the piano! We sympathize with you. The Nickel-plate Revolver and Shotgun Company.

Mr. Cleveland will not annex Hawaii. We will, though, for we need more room for our enormous business. Box & Cox., Clothiers and Dealers in Druggists' Sundries.

BECAUSE IT PAYS BEST.

The office-seeker nowadays

Possesses one ambition,

He has an advertiser's craze

For the "preferred position."

DRUMMERS' CARDS AS ADVERTISING MEDIUMS.

By "Jonah."

Some years ago an advertising canvasser, or "solicitor," as he is more politely called, while on the road for *Texas Siftings*, carried a card with him which, though seemingly repellant, was an "open sesame" to the sanctum of even the busiest merchant. This is a fac-simile of the front of the card:

DON'T BELIEVE IT!
JOHN BLANK,
Professor of Pseudology.
"Texas Siftings," - - - New York.

The reverse of the card bore a selection of "Opinions of the Press," and the general trend of the opinions—culled from representative national publications—was to the effect that the said John Blank was a perverter of the truth, to whom Ananias was the Gospel itself. But the very audacity of the idea gained the desired point—everybody wanted to see and talk with this man who so unblushingly, nay boastfully, proclaimed himself the "boss liar."

I lately came into the possession of a card which a traveling salesman in the South had made great business out of. Under the drummer's name and that of the house he represented was the polite request:

"Don't hurry on my account. Send out a good cigar and a bottle, and I'll wait till you're through."

It is dollars to dimes that this man's gall got him an audience, and probably an order, every time.

Most people have heard of the liquor dealer, whose description on his business card read:

"Dealer in Barley Water and Bad Cigars."

And similar to this is the card of the dry goods drummer:

"The Worst Goods at Highest Prices—yet somehow I always keep my customers."

A New York clothing house has a salesman on the road whose card is at once humorous and original. The back of it reads:

"Don't think you are wasting my time. It is no trouble to me to show goods to sure customers."

Now these little cards, insignificant as they may appear, create talk, and,

as Mr. Hazard puts it, is—"good, free advertising." A good, catchy, original line on a business card is sure to be well and widely spoken of, and there is really more of an advertisement in it than one might at first suspect.

THE HERALD MUST BE EXCUSED.

The following letter was recently received at this office. We give it in full because it furnishes us an opportunity to reiterate the policy of the *Herald*:

GENTLEMEN: I have been appointed chairman of a committee to look after the advertising of Kansas City during the continuance of the World's Fair. While I am not a member of the Commercial Club, which appointed the committee, they have left the matter of selecting the papers in my hands. The idea is to send (by mail) specials to be printed as pure reading matter, with display heads, on the first page. There will be two such letters each week, one Sunday and the other some day during the week. It is to be run as telegraph matter or as local interviews. The matter will be of about one thousand words each, and will continue during the continuance of the Fair. This matter will be edited here and the heads written to conform with your style.

Please give me by return mail the lowest rates that you can publish such matter, and let me know, on a separate sheet, what commission you will give me if I get you the advertising. Your paper will, if selected, get in the vicinity of \$6,000 worth of advertising during the six months.

The club meets next Tuesday evening, and I would like to be able to give them figures at that time. Yours very respectfully,
KANSAS CITY, MO.

It ought to be well known by this time that the *Herald* has steadfastly refused to do business along these lines, however profitable it may promise to be. We print advertisements as advertisements and news as news. We have never regarded it as good journalism to allow an advertisement to assume the disguise of news, to take its place in the news columns, and so deceive the public. In other words, we believe that the newspaper business is more satisfactory and more profitable when conducted on the principle of fair play.

We therefore very respectfully decline to consider the proposition contained in the above letter.—*New York Herald.*

A PERSONAL ADVERTISEMENT.

From the Chicago Mail.

The following note appeared in London, Ontario, papers a short time ago: "Mrs. — begs sincerely to thank her friends for letters of sympathy received pending proceedings for dissolution of marriage, in which she, the petitioner, obtained the final decree on the 24th inst."

ADVERTISING NOT TABOOED BY THE ECLECTIC SCHOOL.

Editor of PRINTERS' INK:

"Medical men have as undoubted a right as any other class of men to bring themselves and their claims before the public by every fair and honorable means. They may enter into general or special practice, as they may consider best adapted to their interests, or to their peculiar views; they may introduce themselves to the notice of the public by printed cards or other publication, by public or private lectures, or by the publication of certificates of cures actually performed."

I have just quoted Article III of the Code of Ethics of the Eclectic Medical Society of the State of New York, which clearly sanctions advertising by physicians, this code having been adopted in May, 1865.

There are three principal schools of medicine, the Eclectic, the Homoeopathic and the Allopathic. Each has its chartered colleges, and grants diplomas that are recognized in every State as legal and regular.

The eclectic school has been progressive in abolishing blood-letting and the excessive use of poisons (mercury, lead, antimony, etc.) by discovering and introducing valuable vegetable medicines (podophyllin, gelseminum, etc.); by teaching to sustain and not to reduce the vital strength in sickness; and lastly, it does not discriminate against physicians who choose to advertise.

The eclectic colleges have graduated upwards of fifteen thousand doctors.

As long as the present condition of society keeps up competition in business and the wage system generally, advertising will be legitimate for any one—and necessary for the shrewd, money-loving individual.

For example, the Croton water supply of New York city has no competition, and is furnished at cost price, and hence requires no advertising.

A PHYSICIAN.

ONLY A GIFT ENTERPRISE.

From the New York Sun, April 10.

Four Chinamen were lined up before Justice White in the Tombs Police Court yesterday morning, charged with maintaining lottery games. They were Hong Wah of 15 Mott street, Lee Yick of 5 Mott street, Chen Gow of 16 Mott street, and Mow Chong of 18 Mott street. The detectives who arrested the men secured a lot of Chinese stationery and circulars as evidence. The prisoners explained that the circulars are used as advertising matter by Chinese merchants, and are distributed broadcast among the Chinese of the city. The recipient who crosses out the twelve lucky numbers of the circular secures a prize.

After hearing their explanation, Justice White discharged the prisoners.

UNPROFITABLE PUBLICATIONS.

From the New York Sun.

There are magazines that are prosperous, and there are magazines whose publishers hope they will be. Editors and contributors of periodicals of the latter class are not burdened with wealth. Two monthly magazines published in this city are edited by men who do not charge a penny for their services, and whose work is largely done with a pair of shears. Of course, it is understood that if they succeed in putting the publications on a basis of paying popularity, they shall begin to draw salaries.

A MODEST REQUEST.

From the Washington News.

If you don't see what you want, advertise for it.

That is the motto governing the actions of men and women in these days of widely-circulated newspapers, and it is one conducive to happiness and prosperity. There are very few things which may not be obtained by judicious advertising, but it is doubtful whether the gentleman of sunny France who inserted the following "ad" in the New York Herald a day or two ago will receive the answer he desires:

IS THERE A MAN ORIGINAL enough to give away freely \$1,000,000? If so, let him send check to Barbot, pour J. A., rue Savoye, 44 Reims, France.

Americans are nothing if not original, but they do not believe in carrying originality to extremes; and a man who would cheerfully give away \$1,000,000 would be regarded by his neighbors as sufficiently eccentric to require the services of a guardian.

The gentleman at Reims has correct ideas concerning the transaction of business, but he is too impetuous, and he starts out by naming a sum too large; had he asked for \$5 some original citizen might have sent a check to him, but there are a great many liberal and original people in the country who could not spare \$1,000,000 without being cramped at the first of the month, when bills are due.

However the little advertisement illustrates the vast and growing usefulness of newspapers; there may be somebody somewhere with the desired originality, and then the Frenchman will be in luck. Whatever may be the want of man, the proper course is to make it known by advertising in the newspapers.

THE PUBLISHER'S VIEW.

The gladdest words of tongue or pen
Are these: "Insert my ad again."

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

\$3.50 BUYS 1 INCH. 50,000 copies SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

USED COLUMBIAN POSTAGE STAMPS wanted. E. T. PARKER, Bethlehem, Pa.

FARM LIFE, of Rochester, N. Y., 16 pages, 64 columns, monthly. Guaranteed circ'n, 25,500.

SUCCESS Family Magazine, Sec. a line. AMERICAN PRESS CO., Baltimore.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 23 West 25d St., New York City.

FREE SAMPLE COPIES AND RATES. We reach the people. THE GREAT WEST, Aberdeen, S. D.

"TRADE INCREASESERS." Every live local advertiser wants 'em; cheap; attractive; effective. Write to CHAS. W. HARPER, Columbus, O.

PATENTS HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

DIRECTORY PUBLISHERS. please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

PATENT OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

FOLDING BOXES FOR ALL PURPOSES. MADE BY THE EAGLE MFG CO. NEW HAVEN, CONN.

RAPID ADDRESSING. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.

DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us. **CHICAGO PHOTO ENG. CO.**

NEW YORK LEDGER

Kate Field's Washington. Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? **Washington, D. C.**

The Delta DAILY, SUNDAY, WEEKLY.

THE BEST PAPER IN NEW ORLEANS.

WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct. **THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.**

IF YOU ARE USING **WATCHES FOR PREMIUMS**

We would like to have you know us. We are first-rate people.

FLETCHER WATCH AND JEWELRY CO. (Incorporated)

189 BROADWAY, N. Y. CITY. Corner John St.

PUBLISHERS DESIRING BICYCLES

For themselves, employees, or for premium use can procure same from us, and pay part in advertising and balance in cash. Manufacturers and largest jobbers in the U. S. Write for catalogue and terms. **ROUSE, HAZARD & CO., 2 X St., Peoria, Ill.**

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for GENERAL ADVERTISERS. THE HOME CIRCLE PUB. CO., St. Louis, Mo.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!



Issues, Guarantees, Proves 125,000 Monthly.

Best Family Monthly in City.

Subscription \$50 pr. yr. Advertising Rate: 75¢ pr. line. For particulars address, A.M. SPECIAL AGENCY, Room 26, McCormick Block, CHICAGO, ILL.

STUDY LAW AT HOME.

TAKE A COURSE IN THE Sprague Correspondence School of Law.

(Incorporated.) Send ten cents (stamp) for particulars to

J. COTNER, JR., SEC'Y DETROIT, MICH. Telephone Bldg.



PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO **METEOR DESPATCH CO.,**

28 E. 14th St., New York, 89 State St., Boston.

The Telegram, Elmira, N. Y., uses our system.

\$1,000

spent in advertising in the Right publications, in the Right manner and at the Right time, often produce better results than the expenditure of ten times that sum at random by inexperienced advertisers, or through agencies that own space they must get rid of, or that have lists that they are pushing—irrespective of their relative value for different classes of advertising.

If precedents count for anything we should be able to secure the *best* results for you. It costs *nothing* to get this security against mistakes.

The Geo. P. Rowell Advg. Co.

NEWSPAPER

AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.

**ILLUSTRATIONS FOR SALE.**

INITIALS, Decorative Pieces, and Attractive Figure Studies are an important part of the outfit of every modern printing office. Catalogues, Programs and Advertisements are all made more effective by the use of cuts. We have prepared some advance proofs of our plates which will be sent on receipt of ten cents in stamps. This is the most artistic collection of plates ever offered, the designs being by the best artists and the engravings of the highest class. ♣ ♣ ♣

WE HAVE A VARIETY OF SMALL PAMPHLETS AND BROCHURES ADAPTED TO THE USE OF LARGE ADVERTISERS. IF YOU WANT SOME NEW IDEAS, WRITE TO US REGARDING THESE PAMPHLETS.

THE ENGRAVER AND PRINTER CO.
ILLUSTRATORS AND PUBLISHERS,
84 SUMMER ST., BOSTON, MASS.

DODD'S ADVERTISING AGENCY, Boston, or
265 Washington Street.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business through other channels.

Giving our time we ask for good faith from the advertiser.

Advertisements specially prepared for our clients.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. - Low Estimates. - CAREFUL SERVICE.

Our New Model Web Perfecting Book Press

PERFECTS, CUTS, FOLDS and DELIVERS

HIGH CLASS BOOK AND MAGAZINE WORK

containing Heavy Wood Cuts and Fine Half-Tones, Delicately and Artistically, without Smut or Slur.

This press is fitted with a continuous changing Tympan Sheet, which presents a clean surface for each Impression, or with Oil Feed Off-set Device.

CAMPBELL PRINTING PRESS AND MFG. CO.,
160 WILLIAM ST., NEW YORK.

TOBACCO HABIT

HILL'S CHLORIDE OF GOLD Tablets will completely destroy the desire for Tobacco in any form in from 3 to 5 days. Perfectly harmless, cause no sickness, and may be given in a cup of tea or coffee, without the knowledge of the patient, who will voluntarily stop Smoking or Chewing in a few days.

For sale by all first-class druggists, or sent by mail on receipt of \$1.00. Ask for **HILL'S Tablets**, and take no others.

Particulars free by mail. Address

THE OHIO CHEMICAL CO.,
51, 53 and 55 Opera Block, LIMA, O.

**EASILY
CURED**

ABOUNDING IN GOOD REPORTS.

A CUSTOMER OF LONG STANDING, AND FINDS

ALLEN'S LISTS THE MAIN STAY.

"Could Hardly Do Business Without Them."

Proven by years of experience, and increased space and increased business the result. This large field, so thoroughly covered, secures for the manufacturing and jobbing trade results particularly gratifying.

RICHARDSON M'F'G CO.,

MANUFACTURERS AND JOBBERS OF HOUSE FURNISHING SPECIALTIES.

BATH, N. Y., March 23, 1893.

E. C. ALLEN & CO., AUGUSTA, MAINE.

Gentlemen:—We enclose herewith copy for 8-line ad., to be substituted for the 4 lines now running.

Please continue our contract without interruption. We could hardly do business without Allen's Lists, and unless the signs all fail we will be using even larger space before the year is out.

Kindly acknowledge receipt of electro., which we send under separate cover.

(Signed) Yours truly, **RICHARDSON M'F'G CO.,** R.

Advertisers are looking for just such mediums, and once found they stick to them, year in and year out.

Forms close the 18th of each month.

E. C. ALLEN & CO., Proprietors, Augusta, Maine.

CRYSTAL (Glass)

Fitted with Seth Thomas
Movt. Desirable for
Premiums, Prizes,
Schemes, etc.
Prices Low.

PAPER WEIGHT

Any desired adv. Also
supplied without adv.
Write for Circulars
and Prices.



**FULL
SIZE.**

PATENT APPLIED FOR.

BAIRD CLOCK CO., PLATTSBURG, N. Y.
107 Queen Victoria Street, London.

1492 | CHICAGO | 1893

In addition to our Street Cars, comprising the entire system of the **North and West Chicago Street R. R. Co's**, which carried in 1892 over 60,000,000 more passengers than any other system, we control the exclusive Eastern agency and general management of the Chicago, Milwaukee & St. Paul suburban trains and the Chicago & Northern Pacific R. R. suburban trains, which run direct to the transportation building in the World's Fair grounds. The cars are constructed similar to those of the Manhattan "L" roads in New York, and are fitted with racks similar to those regularly used by us. Size of cards—11x21 inches; 100 cars in both systems of steam roads.

We are also agents for the **300 World's Fair Special Cars** on the Illinois Central Railroad.

These cars start from Van Buren Street Station and run through to the Fair Grounds without stop in fifteen minutes.

1400 STREET CARS,
ON ALL OUR CHICAGO LINES.

CARLETON & KISSAM,

87 & 89 Washington St., Chicago.

50 Bromfield St., Boston.

Times Building, New York.

There is one idea introduced by

- THE -

New York Recorder

*That has not been copied by
its esteemed contemporaries:*

*It PROVES its statement of sales by
publishing the actual orders of News Com-
panies and News Dealers.*

*On Sunday, April 9, The Recorder
sold 141,309, a gain of*

50,548 In Thirteen
Months.

*On several occasions during the past few
weeks The Recorder has published more
advertisements than any other New York
newspaper.*

COMFORT

MN 55

PRICE 25¢

MAY 1893

VOL. 5, No. 7.
DEVOTED TO
ART,
LITERATURE
SCIENCE
HOME CIRCLE.
PUBLISHED AND
BY COPYRIGHTED
THE GANNETT & MOORE
CONCERN
AUGUSTA, ME.

A LUCKY INVESTMENT.

Twelve Hundred and Twenty-One Thousand families will welcome, study, and preserve the splendid Banner Number with which Comfort will signalize the opening of the World's Fair. Advertising in this most interesting of all issues will prove a lucky investment. **LARGEST GUARANTEED CIRCULATION IN AMERICA.**

Space of responsible agents, or of our direct, **THE GANNETT & MOORE CONCERN**, Publishers, Augusta, Me. Boston Office, 228 Devonshire St. New York Office, Tribune Building. Henry Bright, Representative.

COLUMBIAS WELCOME TO THE WORLD'S FAIR

Worth \$1,000 a Year.

The following testimonial to the value of PRINTERS' INK was written by the late E. C. Allen, of Augusta, Me., who expended many hundred thousand dollars in paying for newspaper advertising, and accumulated a great fortune from the results of his outlay. At the time of writing this testimonial Mr. Allen was himself a successful publisher and in receipt of a large income from advertisements inserted in his own publications.

So thoroughly did Mr. Allen believe in the capacity of PRINTERS' INK to benefit advertisers that he, at his own expense, paid for complimentary subscriptions in the names of four thousand of his own advertising patrons for the last two years of his life, presenting it as a sort of premium or recognition of patronage, in the belief that its perusal would result in inducing more advertising and more intelligent advertising.

SUCCESS AND FAILURE AMONG ADVERTISERS.

Recent statistics, according to Bradstreet's Commercial Directory, show that in all lines of industrial life more than four-fifths, or over eighty-two per cent., of all who failed in business in the United States were brought to that condition primarily because of lack of equipment, either natural or acquired, mental or financial, or through lack of special education in their respective lines of trade.

It is clear and plainly evident that poor and superficial preparation for business life is the one great weakness of our present industrial training—the broadest of all avenues leading to failure. It is this lack of proper equipment which causes certain advertisers to fail, while others gradually work their way to eminent success and great wealth. The great study with the advertiser, therefore, should be how to start right, how to go on right, how to constantly keep fully equipped.

Advertising is a science. What would be thought of a young man or youth who developed a genius for mathematics, who said: "I will not study arithmetic, or algebra, or geometry. I will not give time to the teaching of the professors and masters of that great science, but I will work all out for myself, arriving at better methods through the power of my own Intellect and genius." However great his natural ability, he could not progress far in a lifetime. But if he availed himself of the knowledge left to all as a heritage—treasure accumulated by thousands of great minds in the years and ages past, then might he become great in the profound science, and possibly renowned through some advance or improvement or simplifying of method.

The same holds true in the science of advertising; the man who becomes

great in it must possess genius of a certain description; and he must ever be a student—first to secure the wisdom of the past and present. Second, to keep in the van, to be a leader in the rapid march of progress.

As the ordinary youth readily learns enough of mathematics to very well serve the purposes of ordinary business life, so may the ordinary advertiser succeed moderately well with the same half-careless study and the same lack of genius.

Hard, patient work accomplishes much. In one sense industry and research are the parents of genius. Thus, advertisers without much genius, who study the science moderately, succeed fairly, while those who have natural genius in a high degree, but who will not work to learn from others, almost invariably fail. But great success is the result of the happy union of natural genius and careful, patient study and investigation.

PRINTERS' INK, published weekly, at \$2 a year, by George P. Rowell & Co., New York.

This little magazine is an educator; it teaches the science of advertising. From an editorial standpoint it is able. Its contributors are, in the main, the most successful advertisers and advertising experts. Its advertisers are very largely the ablest advertising agencies and the liveliest and most valuable advertising mediums. Its proprietor is that progressive, thoughtful student and teacher of the science of advertising, Mr. George P. Rowell, who for twenty-five years conducted the well-known advertising agency bearing his name. The reader is constantly brought in contact with many of the brightest and ablest minds who are interested in advertising. Such interchange of thought means constant progress.

It is an exchange for the promotion of the science of advertising through bringing together, in free discussion, the ablest minds. As a publication calculated to successfully educate and develop the advertiser, it stands entirely unequaled and unrivaled, in this or any other country. Issued weekly, its teaching and influence are continuous on the reader; thus are men guided and developed almost without realizing it. This continuous education means continuous progress for the great field of advertisers. Do not understand me as saying that all wisdom in the art is to be found in this magazine; but I do say that more is to be found there than in any other single channel in the world. The chart is a little thing, but on it much of the safety of the mariner depends. PRINTERS' INK is the chart or guide to whom many advertisers already owe much of their safety and success.

For twenty years I have constantly advertised. Successful at the start, through the value of an original, popular idea, I was weak enough to fancy that I knew something about advertising. The loss of over one hundred thousand dollars in 1872 made a profound impression on me, to the effect that I knew nothing about it. I went to work to try to learn the art, and, by constant endeavor and study, I have been able to hold a place in the ranks of success.

Could I have had at that time such a magazine, such an exchange of thought, such a teacher and educator as PRINTERS' INK, I think I should have saved over one hundred thousand dollars in 1872. I also believe I should have made more money, and with less worry and care as the years rolled by.

The reader doubtless infers that I would pay a very high price for PRINTERS' INK if necessary. I would pay one thousand dollars a year for it if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business.

The successful lawyer studies the *Law Reporter*, the successful physician and surgeon the *Medical and Surgical Review*, and the successful advertiser PRINTERS' INK.

Mistake not, reader. This article is not intended to flatter and does not flatter. Flattery imitates as nearly as possible the form of honest, deserved merit, and the one is only too frequently taken for the other. Happy are those whose keen perceptions enable them to clearly distinguish the true and substantial from the false and hollow.

E. C. ALLEN.

Displayed Advertisements

to make a line, from a page, is per cent extra for specified position is granted. Must be handed in one week in advance.

ST. PAULS & JERUSALEM - Highest quality

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To the Publisher.

Just note the advertisements printed above and see what good and effective announcements can appear in **PRINTERS' INK** in space of from two to eight lines:

Two Lines in **PRINTERS' INK** cost but \$52 a Year.

Four Lines in **PRINTERS' INK** cost but \$104 a Year.

Six Lines in **PRINTERS' INK** cost but \$156 a Year.

Eight Lines in **PRINTERS' INK** cost \$208 a Year.

If you keep the name of your paper before the advertisers of the country **ALL THE TIME** they will not forget it at the time when an advertising contract is to be placed.

If you will allow your advertisement to be classified (without display) and appear among the other classified advertisements, the price will be only one-half as much, two lines costing only \$26 and eight lines only \$104 a year. All advertising in **PRINTERS' INK** is paid for in **CASH**. Exchange proposals are not considered.

PRINTERS' INK solicits your order.

Address

PRINTERS' INK,

10 Spruce St., New York.

Classified Advertisements.

advertisements under this head, are sent at once, without display, at cents a line. Must be handed in one week in advance.

ADVERTISING MEDIA.

Particulars sent on demand.

SEATTLE TELEGRAPH

\$1.50 PER LINE PER DAY. 4 days, 10 days, 15 days, 1 month, 3 months, 6 months, 1 year. 100 lines for \$100.00.

NEW JERSEY HERALD - Highest quality

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